



Volume and Issues Obtainable at Center for Sustainability Research and Consultancy

Journal of Business and Social Review in Emerging Economies

ISSN: 2519-089X (E): 2519-0326

Volume 5: No. 2, December 2019

Journal homepage: www.publishing.globalcsrc.org/jbsee

Effects of Patriotic Movies on Public Behavior in Pakistan: A Survey Study of Lahore City

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ARTICLE DETAILS	ABSTRACT
History Revised format: November 2019 Available Online: December 2019	Film offers different trends, ideas and traditions. Overall, a film has great impact on public minds and can change their behavior towards a specific issue. Film has the power to create and shape ideas, customs, and styles of viewers on a range of various subjects Accordingly, the contents presented in films including good audio-visual elements can instill better influence on different communities across the globe. Thus, film can form and reform opinion of its publics. The basic objective of the study underhand is to observe the dominant belief among educated audience towards patriotism as learnt from patriotic films. The quantitative methodology was employed for this study and survey was used as a research technique. The Provincial Capital City of Lahore was selected as population of study with four leading universities of the City as Sample. Around 400 respondents both male and female students were selected based on convenient sampling and descriptive statistical analysis was made through SPSS for inferences. It was hypothesized that the views of the audience determine their feelings after watching patriotic films i.e., they are filled with pride, happiness, emotions, motivation and sensitive. The study further aimed to explain the phenomenal change in the behavior of the audiences of patriotic movies. The study explored that the audiences liked various elements presented in movies including music, songs, actions, direction, characterization, dialogue delivery of patriotic orientation etc. The findings of the study further explored that patriotic Urdu movies in Pakistan have a constructive and everlasting influence on viewers e.g., the audience feel entertained and motivated after watching such genre of movies. Most of the respondents believed the patriotic movies which have strong script, dialogues and direction attract the audience the most. The researchers believe that the study underhand may work as a contributing agent and open new horizons for future researchers in this phenomenon.
Keywords Lollywood, Patriotic Movies, Public Behavior, Cinema Industry, Film Viewers	
JEL Classification: L82, L89	

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Recommended citation: Hussain, J. S., Ejaz, S. and Shabir, G., (2019). Effects of Patriotic Movies on Public Behavior in Pakistan: A Survey Study of Lahore City. *Journal of Business and Social Review in Emerging Economies*, 5 (2), 335-350

DOI: 10.26710/jbsee.v5i2.927

1. Introduction

The cinema history dates back in late 1890s with collective and individual struggles by numerous founders belonging to various parts of the globe. So, it is generally believed in the United States of America, the inventor of moving film Thomas Edison was putting his all-out efforts on Kinetoscope, an instrument which permitted individuals to review moving/ walking pictures in individual capacity rather than putting movies to heterogeneous audience (Gray, 1996, p. 10). In UK, Edison's design was copied by Brit Acres and Robert Paul for manufacturing duplicates, but historical records showed that by 1896, both went on to initiate their personal project to screen movies (Barnes, 1976).

Accordingly, in France, the invention of the Cinematograph was credited with the hands of Lumie`re brothers who combined moving pictures with both the camera and the projector (Chanan, 1996, p. 6). Both of them produced a film which was screened in 1895 and the entire concept revolved around the workers' efforts to leave the Lumie`re factory (Kenworthy, 2001, p. 17). Furthermore, there was a pair of Pathe' Brothers of France who founded concept of actual producing films on a mass level. However, in the late 19th century, these French brothers established 'film-business' which attracted almost half of film market of the USA by 1906 (Gomery, 2005, p. 8).

Film and theatres have always great impact on viewers across the world. All formats of movies have their own viewers who like or watch movies in accordance with their beliefs and frame of minds. Most of the people from the young generations to elderly citizenry enjoy films across the world. Film is generally believed as an art form that appeals to every person. It can be a better and more effective source of preaching or imparting different social values among the viewers in more liberal way rather than teaching them in the orthodox manners. Film not only educates one's consciousness but the eyes as well (Haroldo, 2013). There are many genres of films e.g., satire, science fiction, adventure, historical, mystery, comedy, crime, classic, magical realism, action, horror, romantic, social drama, thriller, and so on. Film is a universal powerful communication, which communicates the message to its audience usually on mass level in any country. Similarly, film is a popular source of entertainment as well as educating the masses at large scale. Film is also used for information, like it provides useful information to audience about history, present, past and future (Shah, 2011). Films are also produced for entertainment and commercial purposes rather than mere with the sole intention to inform people. From the platform of Doordarshan, India introduced post-colonial larger nationalist project to promote Indian national culture (Ninan, 2001).

Cinema industry is an outstanding storytelling device, which provides entertainment mechanism in a society. A system of visual communication that is perfect in terms of its stability and power. It is a combination of audiovisual which conveys the present and immediately to the world. Since its inception in early 20th century, cinema has secured the place of cultural identity. Cinema usually regulates our social apparatus in a community through film (Jeacle, 2009).

Going back in the history of movies, it is seen that movie itself is a complete history about any specific issue. Therefore, the skills, scripts and subjects portrayed in the movies are developed and altered in accordance with the history. Political, economic, social and ideological situations affect the films and in return the films influence our daily lives. Film, can have a massive influence on people around the world. Films help to reshape ideas, customs and styles in the audience, and if reshaped effectively, it can be spread from one culture to another. The audience of film or cinema industry are attracted by an unfolding drama, which identifies them quickly with the lead characters in film or drama, while casting roles of their own interest making their lives more mundane (Branston, 2000). Therefore, it can be affirmed that Cinema creates its own representations of our everyday life:

“...the everyday is now defined by the cinematic. The two can no longer be separated. A single epistemological regime governs both visual fields (Denzin, 1995, p. 36).”

The films that are normally made to entertain people also have the capacity to change the behavior and habits of the society. A number of films were successful in conveying propagandist messages to justify US led military operation in Iraq if compared to other mediums. Sometimes, such [propaganda] films could become an effective tool of imparting propaganda education among general public (Jowett & Donnell, 1999). The film that entitled as silver screen is still considered one of the leading mediums of the sphere.

Cinema is considered an extraordinary medium to convey piece of history. In the beginning of the I World War, the British used film from the platform of cinema as an official propaganda campaign to attract massive public support in favour of the Government. Subsequently, in the II World War, most of the countries especially involved in war had the ability to address and stimulate the sentiments of the people through the propaganda portrayed in movies, and ultimately converted as essential instruments for nationalization of the masses (Reeves, 1983). Several leaders have achieved their aims by using the supremacy of film regardless their positive or negative impact on society. Throughout WWII, dictators such as Joseph Hitler of Germany and Joseph Stalin of Russia were successful in using films as tool of propagate their vested agendas. Thus, cinema worked as a source of crafting and reshaping an individuals' opinions and views on public life. In pursuance of propaganda, fiction was involved in producing films during I World War. Around 240 films were shaped and released during first three years of the I World War in Britain, with addition to 152 films produced between May 1917 and till end of the war (Reeves, et. al. 1989). So, it has been witnessed that producing patriotic movies has become a universal concept, as the entire cinema industry has been making patriotic movies usually related to specific events such as World War I & II, USA and Soviet Union Cold War and 9/11 etc., in which they have given prominence to the sacrifices made by the nations and portrayed their perception for their audience.

Indian Bollywood film industry, while taking advantage from the 9/11, started to portray Muslims Characters as terrorists in their films while gaining public support in the name of patriotic love. Bollywood adopted a hegemonic attitude towards Muslims and projected them as terrorists. Indian cinema in general projected Muslims as terrorists and Pakistanis in particular who were allegedly involved in multiple terrorist strikes in India, Kashmir and other regions. Indian cinema projected Pakistan as 'shelter ground' for terrorists (Khan, 2010).

In response to World and Indian propaganda, Pakistan has also produced multiple patriotic films in native Urdu language which depicts the fights and struggles of the Muslims during partition in 1947, imagine to unified nation, develop sense of national identity, constructs and aware about nationhood (Ashraf, et. al. 2010). This research is aimed to explore and analyse the influence of patriotic movies on audiences' attitudes and their beliefs. This research may help in identification of the elements of patriotism in movies such as songs, action, direction, characters etc. The audience were inquired about the elements of these movies they like to watch the most and bring effect on the minds of public. Moreover, study may also determine any impact on the viewers' perception as well as any change occur in their level of patriotism after watching these movies.

Research Objectives

The objectives of the study were designed as: -

- To analyze the influence of patriotic Urdu movies on viewers.
- To identify the elements of patriotism most of the times liked by the viewers.

Research Hypothesis

The research hypotheses of the study were made as: -

- Lesser the production of Lollywood patriotic movies, the lesser effects of patriotism on Pakistani youth
- It is likely to believe patriotic movies may have greater impact on students in Pakistan

Research Questions

The research questions were developed as: -

- How did audience perceive the concept of patriotism in Urdu movies?
- What the elements of patriotism may have greater effect on public minds?

Signification of Study

This research study may hopefully contribute to the existing framework in literature. It is leading the unexplored areas with the participating and contemplation of those pieces into present study. The research may proceed a theoretical stance, identify the importance of patriotic film on constructing, designing and changing individual's attitudes, beliefs and perceptions towards patriotism. Furthermore, this research, which focusses on the patriotism as an important element, may also shed light on security agencies as well as the government.

Cinema being a very influential medium of communication can play a definite role in altering public notions and attitudes. It is aimed at story-writers and directors who can present an alternate worldview of Pakistan and its people. Finally, this study is likely to be beneficial for Pakistani society at large in general and filmmakers, Pakistani cinema, film and theatre, academicians of mass media, young and educated generations of the country. Accordingly, the present research may also help citizenry of Pakistan to comprehend the change of setting in Lollywood movies.

2. Literature Review

It is generally believed in Pakistan that Lollywood patriotic movies have a great impact on public behavior. It is also believed that the movies are a mature organ of mass communication, which play central role in social life. Many times 'Freedom finds its Responsibility' slogan has been publicly acknowledged by the leaders regarding motion picture industry. Whether or not, the trends of patriotic movies have raised internationally due to increase conflict situation globally. Some researchers believe that every type of movie has its own impact on viewers and some believe that it is not for the entire population. Gaurav and Pandey (2017) supported the stance while arguing that media was the mirror of the any society and depicted about what and how society work in a specific environment of wide-open media world. Only Media is the medium, either it forms of print, electronic or the web it is the source of information for people. It also provides entertainment, education to the masses and making the people aware of the present scenarios that are happenings around them. No matter, media is the voice of the society. Platforms with variety of media have inspired the thoughts and beliefs of the young generations and other slices of the society more persuasively.

Whitney (2006) says that today stories depicted in movies were powerful incentive as compared to those which were narrated in other media applications. Practically, movies are more powerful than military. Now, mass media caters public's desire such as action, adventure, romance, comedy and spectacle.

Nsikak and Joy (2017) elaborated while defining movies have a strong impact on behavior of the youth. Various innovations in technology has increased people's access to motion pictures. As a result, its effects have been reinforced in recent years. Films primary purpose is to provide entertainment and can be a source of recreational learning if censored and regulated satisfactorily. However, improper movies and videos, exposed to teenagers, can generate negative behaviors that could be counter-productive for the emotionally unstable youths.

Mishra and Gho (2003) described the trends change in cinema industry after the 9/11 incidents across the globe. Mishra et. al. believed that it provided a new direction of events like terrorism and low intensity conflicts. Initially it was at the regional level, however, after the incident of 9/11, terrorism acquired global attention and changed the perspective overall. After 9/11, intentionally most of the films were based on propaganda, because the audience were affected by what they see and hear. Pictures and sounds aid the filmmakers to influence the emotions, attitudes and beliefs of the audience intentionally.

Rohini (2018) narrated that whatever viewers watch and listen to, influence and affects them at certain level. If not intentionally, it leaves its touches in audience mind. Subsequently viewers consider actors as superiors, whatever they act and perform it affects by the audience and viewers and they try to imitate and behave like them. Audience imitate their styles, followed their speaking patterns and the lifestyles they lead on and off-screen.

Ahmed (2017) concluded that basic elements of cinema; picture, music, and dance had been considered immoral in Pakistani society. This mindset has reduced the scope of film to entertainment, and the medium of film has not been able to develop itself as a serious subject. Therefore, not a single film school has been established in Pakistan yet. The growth of private television networks has encouraged, various educational institutes started degrees or diplomas programs in electronic media.

3. Theoretical Framework

This research study is based on Social Cognitive Theory, which is grounded on the incorporation of social information by a person: it suggests that learning is social phenomenon centered on the dynamic and mutual interaction of the individual, environment and behavior which operate and interact as determinant factors and influence one another. It defines that relationship as a factor affects interaction focus the three of elements in behavior development.

The Social Cognitive Theory (SCT) highlights that psychological change from media effect through this mutual model factor. The concept of SCT 'reciprocal interaction' adds to individual behavioral change which is directly exposed to him or her through film media. The current study discussed reciprocal relationship among three key factors i.e., personal, environmental and behavioral. These factors are operated and interacted as elements of influencing each other.

The researcher has adopted "Social Cognitive Theory" to examine the relationship between the reciprocal model factor. The main aim of this research was to examine viewer's perception that may be affected by watching patriotic Urdu movies, produced in Pakistan's cinema industry. This theory links to the present study, researchers tried to find out the level of patriotism that is inculcated through film exposure in viewer's everyday life and how these mutual factors contribute to measure the level of film exposure of the viewers. In this study, researchers determined how patriotic Urdu movie portrays different conditions and situations among the audience. Basically, the main purpose of this study was to determine at what extent audience takes inspiration from patriotic Urdu movies to adopt nationalism as well as to what extent exposure of patriotic Urdu movie's content influences the perception of the viewers and studies how these three factors helped in relating.

4. Research Methodology

Quantitative research approach was adopted for the study. For this study quantitative methodology i.e., the survey method was applied for data collection. The tool used for the survey research was structured questionnaire with close ended questions, which were answered by the population based on convenient sampling. Questions were designed according to the objectives of the research to determine the perception of public about the content of Urdu patriotic movies. The sampling frame was both for males and females, their qualification, location, occupation and age groups.

4.1 Lollywood

Lollywood is the term used for Pakistan's Film Industry that is coined in the footprints of Bollywood and Hollywood. Hub of feather films that were produced in Lollywood are in Urdu apart from regional languages.

4.2 Viewers' Perception

It refers viewer's perception regarding the effects of Lollywood patriotic Urdu movies whether it crafts or reinforces opinion and aided to provide, information, entertainment, education, motivation, satisfaction, aggression, extremism, curios or creating violence.

4.3 Patriotism

Patriotism is a pragmatic approach or support of the country by an individual as well as the population. It refers to love for or devotion to one's country. This seems to apply in patriotic movies and patriotism message communicated through this cinema industry.

4.4 Patriotic Movies

It refers that patriotic films are the best source of getting information and observing patterns about national integrity, humanity, devotion, value of freedom, country's love.

4.5 Attention Paying

It refers elements of conceptual as the amount of attention that the viewers usually pay heed to patriotic movies.

4.6 Elements of Patriotism

It actually states elements which compose in patriotic movies. Elements of patriotism in movie have been taken as songs, dialogues, actions, story, characters dynamics, direction and strategies of patriotic Urdu movies. The patriotic movies generally portray different consequence of patriotism.

5. Data Analysis

For this quantitative study, SPSS (Statistical Package for Social Sciences version-19) was employed to extract results of the study. The data was analyzed as descriptive statistics which involved calculation of frequency and percentages through SPSS. The data was allocated a number to each response categories for the purpose of computer analysis. For example, location: urban was assigned 1 and rural was assigned 2. The table wise analysis is showed underneath.

Table: 1 Demographic characteristic of the respondents

		Statistics				
		Age	Gender	Qualification	Location	Occupation
N	Valid	400	399	399	400	398
	Missing	0	1	1	0	2
Mean		1.2050	1.5013	1.4812	1.0975	1.520
Median		1.0000	2.0000	1.0000	1.0000	1.000
Mode		1.00	2.00	1.00	1.00	1.0
Std. Deviation		.49354	.50063	.68290	.29701	.7534
Variance		.244	.251	.466	.088	.568
Range		2.00	1.00	3.00	1.00	2.0
Sum		482.00	599.00	591.00	439.00	605.0

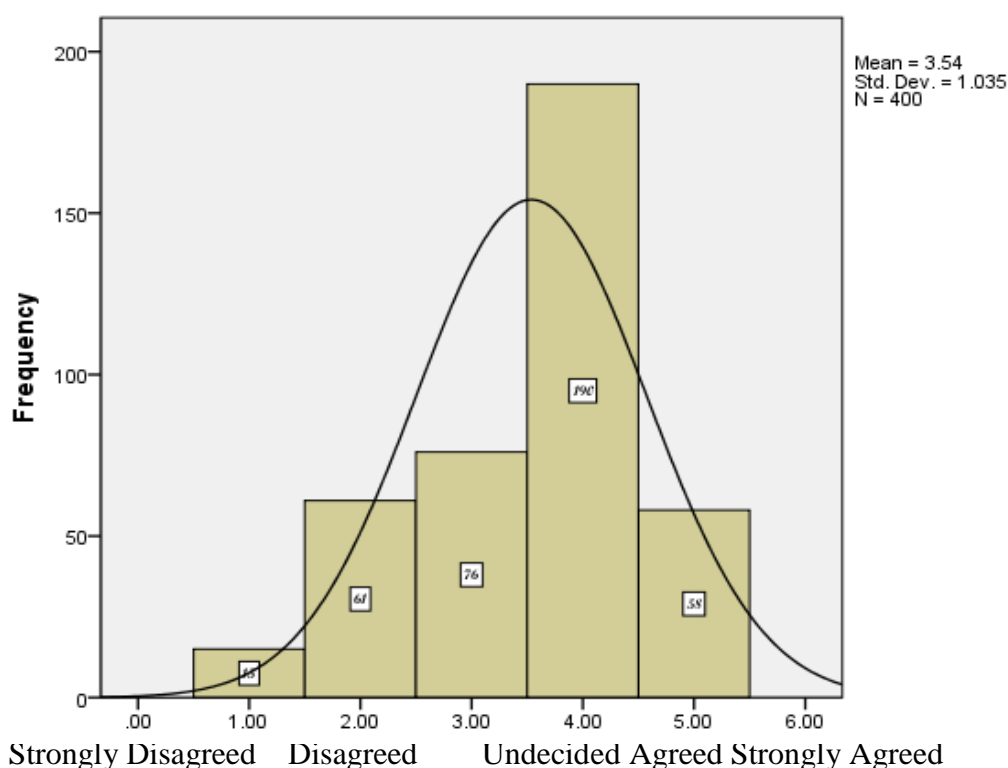
Demographic

S. No	Demographic characteristics	Variable	Frequency	Percentage
1	Age	19-35 Years	334	83.5
		36-45 Years	50	12.5
		46- above	16	4
		Total	400	100.0
2	Gender	Male	199	49.8
		Female	200	50
		Total	399	99.7
		Missing	1	.3
		Total	400	100.0
3	Qualification	Bachelors	248	62.0
		Masters	112	28
		M Phil	37	9.3
		Ph.D.	2	.5
		Total	399	99.8
		Missing	1	.3
		Total	400	100.0
4	Location	Urban	361	90.3
		Rural	39	9.8
		Total	400	100.0
5	Occupation	Student	254	63.5
		Faculty	81	20.3
		Administration	63	15.8
		Total	398	99.5
		Missing	2	.5
		Total	400	100.0

Table 1.0 Reveals the demographic characteristics of the participants that among them 50% were female and 49.8% were males who filled the survey form. Among the respondents 83.5% were less than the age of 35, 12.5% were 36 to 45 years old, while 4% of them were above 46 years. The results indicate that 90.3% of the participants were from urban areas, whereas, 9.8% from rural areas. The results of the study exemplify the qualification of the respondents that 62% have bachelor's degree, 28% are having master degree, 9.3% are M Phil and only .5% have Ph.D. degree. Among of them 63.5% are students, 20.3% faculty and 15.8% are working as administration.

Table: 1.1 Pakistani Patriotic Urdu Movies Leave Everlasting Influence on Respondents**Pakistani patriotic Urdu movies leave everlasting influence on you**

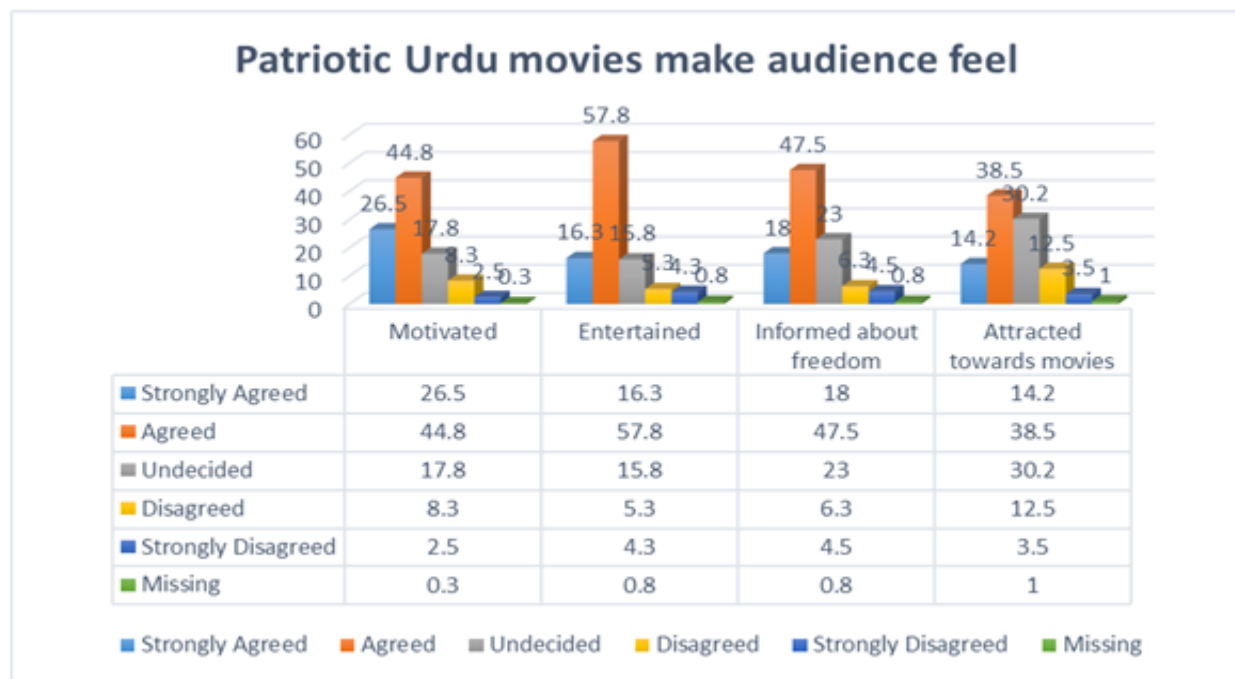
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3.8	3.8	3.8
	Disagree	61	15.3	15.3	19.0
	Undecided	76	19.0	19.0	38.0
	Agreed	190	47.5	47.5	85.5
	Strongly Agreed	58	14.5	14.5	100.0
	Total	400	100.0	100.0	

Figure: 1

The figure 1.1 shows that 47.5% among all of the respondents agreed that patriotic Urdu films leave everlasting influence on the audience as well as 67% of the participants agreed that patriotic Urdu movies can help to change their attitudes towards patriotism. 14.5% strongly agreed, where as 19% participants selected undecided option. 15.3% of the viewers selected the option of disagreed and the very less viewers with the percentage of 3.8% strongly disagreed with it.

Table: 1.2 Patriotic Urdu Movies Make Audience Feel**Statistics**

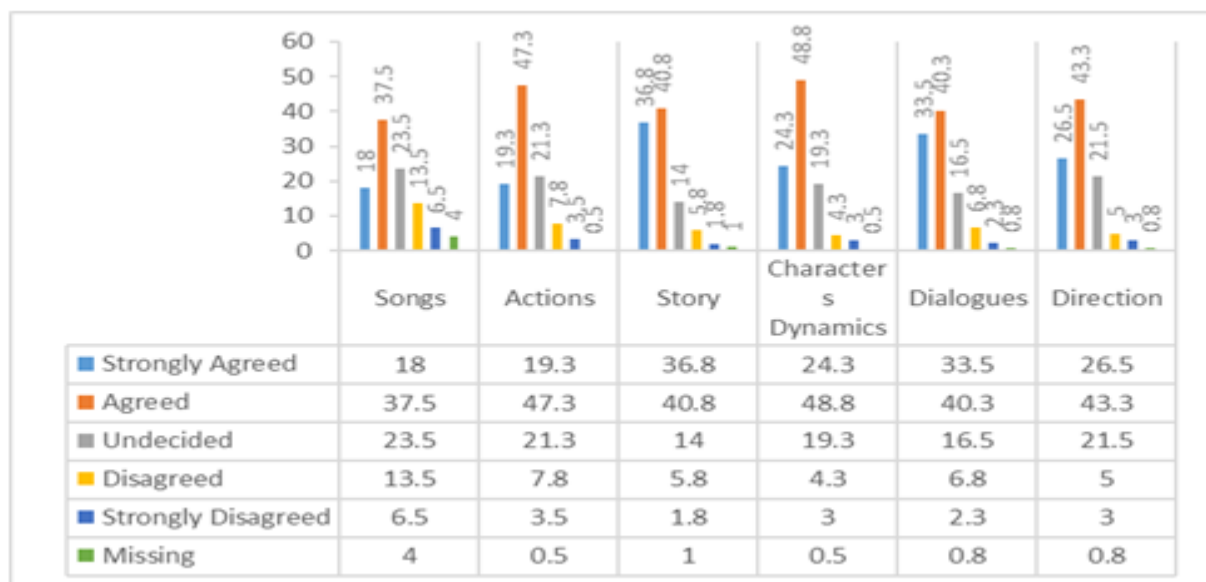
	Motivated	Entertained	Freedom	Attracted
N Valid	399	397	397	396
Missing	1	3	3	4
Mean	3.8471	3.7708	3.6877	3.4798
Median	4.0000	4.0000	4.0000	4.0000
Mode	4.00	4.00	4.00	4.00
Std. Deviation	.98949	.93222	.98892	1.00232
Variance	.979	.869	.978	1.005
Range	4.00	4.00	4.00	4.00
Sum	1535.00	1497.00	1464.00	1378.00

Figure: 1.2

The figure. 1.2 presented the participants' responses regarding how people feel while watching patriotic Urdu movies. There was a diverse response, when we combined 'agreed' and 'strongly agreed' responses together, it appeared that 71.3% of the participants agreed that patriotic Urdu movie make them motivated. The analysis of study exposes noteworthy difference in category of feeling informed about freedom is 65.5% following category feeling attracted towards Urdu patriotic is 52.7%, whereas the majority, 74.1% agreed that patriotic movies entertained them.

Table: 1.3 Elements in a Patriotic Urdu Movies Make Movies Impressive

Statistics							
	Songs	Dialogues	Actions	Story	Characters Dynamics	Direction	
N Valid	396	397	398	396	398	397	
Missing	4	3	2	4	2	3	
Mean	3.4747	3.9673	3.7136	4.0606	3.8744	3.8589	
Median	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	
Mode	4.00	4.00	4.00	4.00	4.00	4.00	
Std. Deviation	1.13265	.99058	.98009	.95008	.93048	.96935	
Variance	1.283	.981	.961	.903	.866	.940	
Range	4.00	4.00	4.00	4.00	4.00	4.00	
Sum	1376.00	1575.00	1478.00	1608.00	1542.00	1532.00	

Figure: 1.3

The figure. 1.3 presented the participants' responses regarding whether they considered elements of patriotic Urdu movies makes movie more impressive. Story is most like the audiences 77.6% as compared other elements. There was a diverse response, when we combined 'agreed' and 'strongly agreed' responses together, it appeared that 73.3% of the participants agreed dialogues of patriotic Urdu movies make movies inspiring following character dynamics 73.1%, direction 69.8%, action 66.6%. Whereas only 55.5% agreed that songs in a patriotic Urdu movie makes it impressive.

Table: 1.4 Patriotic Urdu Movies Source of Awareness

		Statistics				
		Pakistani Culture	Freedom	Uniformed forces	Patriotic Education	Religion
N	Valid	394	395	392	396	396
	Missing	6	5	8	4	4
Mean		3.9467	3.8608	3.7372	3.8333	3.5025
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		1.80040	.96558	1.04861	.98212	1.09429
Variance		3.241	.932	1.100	.965	1.197
Range		32.00	4.00	4.00	4.00	4.00
Sum		1555.00	1525.00	1465.00	1518.00	1387.00
Percentiles	25	3.0000	3.0000	3.0000	3.0000	3.0000
	50	4.0000	4.0000	4.0000	4.0000	4.0000
	75	5.0000	5.0000	5.0000	5.0000	4.0000

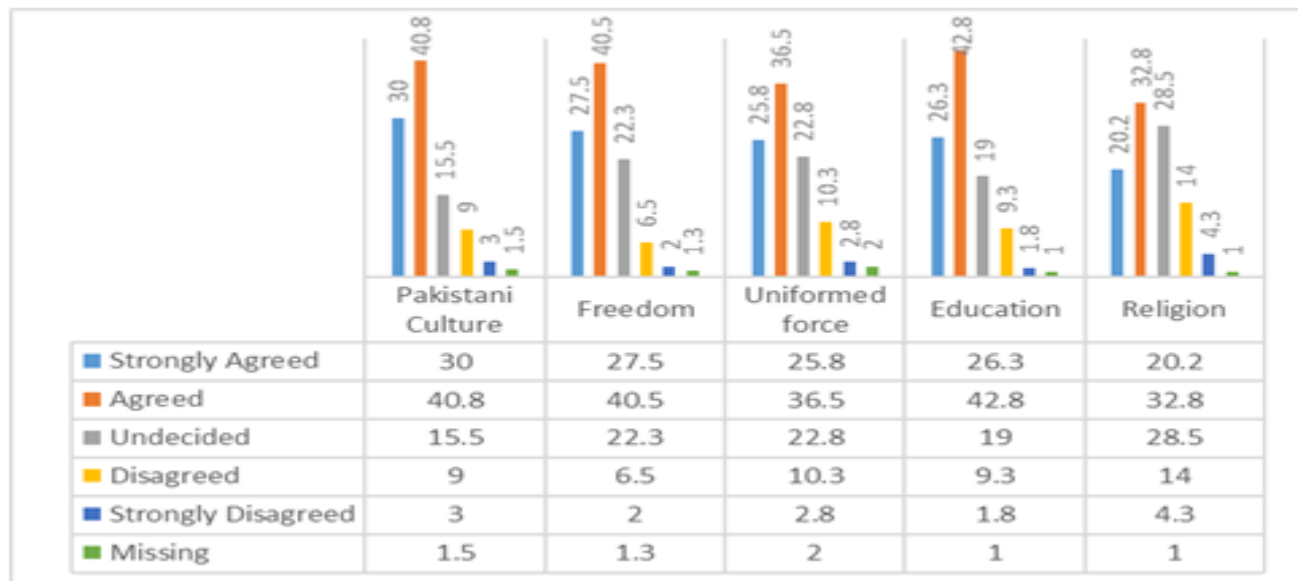
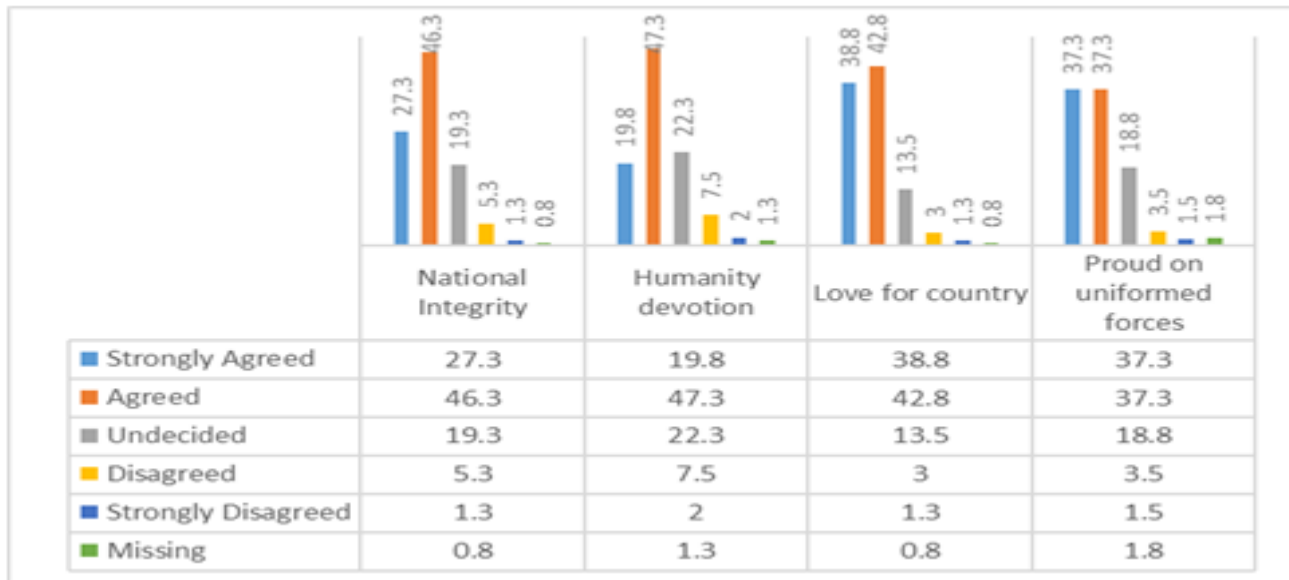
Figure: 1.4

Table 1.4 presented the participants' responses regarding whether they considered patriotic Urdu movies as being source of awareness. There was a mixed response, when we combined 'agreed' and 'strongly agreed' responses together, it appeared that 69.1% of the participants agreed that patriotic Urdu movie provide awareness about patriotic education following awareness about freedom is 68%, pushing to join uniformed forces are 62.2% in their lives. Only 53% agreed that patriotic Urdu movie has a religious impact on them whereas the majority 70.8% agreed that it provide awareness about the Pakistani Culture in Pakistani society.

Table: 1.5 Patriotic Urdu Movies Promote

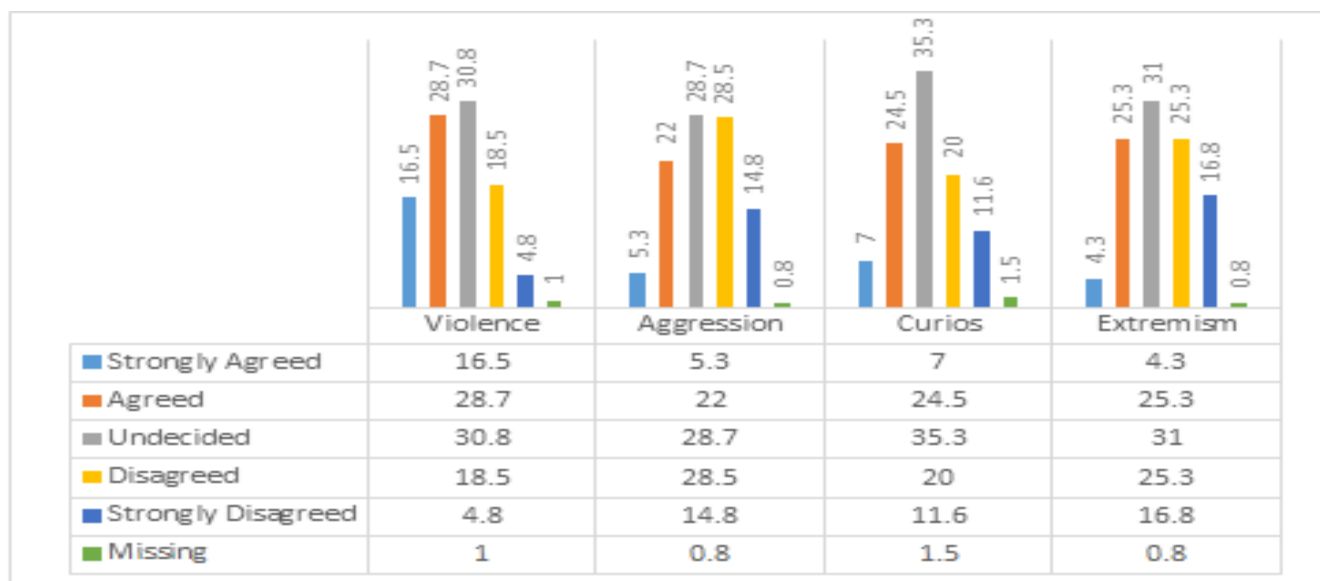
Statistics					
		Humanity Devotion	Love for country	Proud on uniformed forces	National Integrity
N	Valid	395	397	393	397
	Missing	5	3	7	3
Mean		3.7620	4.1562	4.0712	3.9370
Median		4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00a	4.00
Std. Deviation		.92571	.85917	.92030	.88965
Variance		.857	.738	.847	.791
Range		4.00	4.00	4.00	4.00
Sum		1486.00	1650.00	1600.00	1563.00

Figure: 1.5

The research results reveal that participants' responses regarding whether they considered patriotic Urdu movies are source of patriotism promotion. There was a mixed response, when we combined 'agreed' and 'strongly agreed' responses together; it appeared that 74.6% of the participants agreed that patriotic Urdu movie make them proud on uniformed forces. While comparing the study's findings it is shown that national integrity is 69.6% following humanity devotion 67.1% through patriotic movies whereas the majority, 81.6% agreed that it promote love for country in their lives.

Table: 1.6 Patriotic Urdu Movies Leave Audience with Feeling

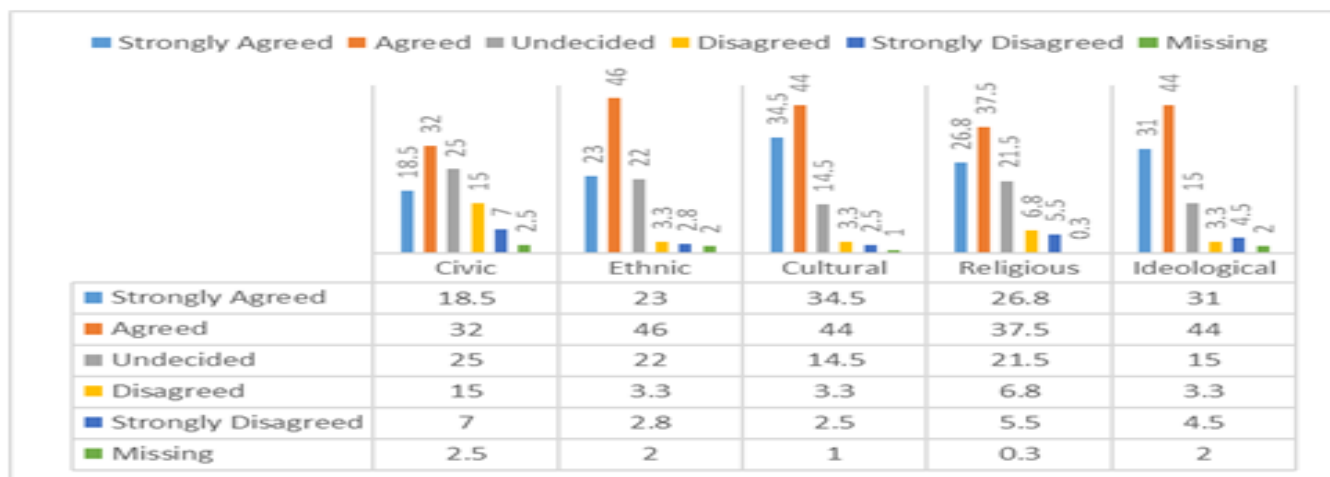
		Statistics			
		Violence	Aggression	Curios	Extremism
N	Valid	396	397	394	397
	Missing	4	3	6	3
Mean		2.6591	2.7431	2.9492	2.8892
Median		3.0000	3.0000	3.0000	3.0000
Mode		3.00	3.00	3.00	3.00
Std. Deviation		1.10577	1.11893	1.10168	2.79751
Variance		1.223	1.252	1.214	7.826
Range		4.00	4.00	4.00	43.00
Sum		1053.00	1089.00	1162.00	1147.00
Percentiles	25	2.0000	2.0000	2.0000	2.0000
	50	3.0000	3.0000	3.0000	3.0000
	75	3.0000	4.0000	4.0000	4.0000

Figure: 1.6

The research results reveals that participants ‘disagreed’ and ‘strongly disagreed’ responses together that patriotic Urdu movies leave them feelings of aggression (43.3%) in comparison to other respective items. While the further findings signify that extremism 42.1%, curios are 31.6% and violence is 23.3% The analysis of findings exposes significant difference appeared that almost 30% of the participants undecided that patriotic Urdu movies leave feeling of violence, curios, aggression and extremism in them. Whereas 16.5% audience strongly agreed with this perception that patriotic movie causes violence among them and almost 25% participants agreed with this statements that patriotic Urdu movies generate feeling of violence, curios, aggression and extremism in them.

Table 1.7: Pakistani Patriotic Movie Should Be Made On These Subjects

		Statistics				
		Ideological	Cultural	Religious	Ethnic	Pakistani Civic
N	Valid	392	396	393	392	390
	Missing	8	4	7	8	10
Mean		3.9592	4.1894	3.8193	3.8673	3.4103
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		1.00808	2.72113	1.80007	.91465	1.16764
Variance		1.016	7.405	3.240	.837	1.363
Range		4.00	54.00	31.00	4.00	4.00
Sum		1552.00	1659.00	1501.00	1516.00	1330.00

Figure: 1.7

The research results reveals that 72.9% participants' responses that Pakistani cinema industry is in a dire need to produce more patriotic Urdu movies. They considered patriotic Urdu movies should be made on the subject of civic, ethnic, culture, religious and ideology. There was a mixed response, when we combined 'agreed' and 'strongly agreed' responses together, it appeared that 75% of the participants agreed that patriotic Urdu movie's content should be focused on ideology following about ethnic is 69%. The comparative analysis of study's shows religion as being the lowest 64.3%. Only 56.3% agreed that patriotic Urdu movie should be based on civic subject whereas the majority, 78.5% respondents yearning to watch Pakistani patriotic movies on cultural topic.

6. Findings

Finding of the study revealed that maximum participants felt that patriotic Urdu movies have an everlasting influence on them. Indeed, movie is a form of art that essentially effects the viewers with an appealing story, powerful characters, and the presentation of a cinematic world, films help to provoke emotions in audience. The results disclosed that watching a patriotic movie was a major source of entertainment for most of the targeted audience. In addition to entertainment, they also feel motivated after watching patriotic movies. The results of the current research revealed that most of the participants focused on the story of a movie then dialogues and then character dynamics of the film. Identification of element determined that what ought to be screened that satisfy viewers preferences. Gender, background, and ethnic groups of the audience are the focal reason to contribute differences in such method of understanding. The research shows that the patriotic Urdu movies are great source of awareness firstly because they promote Pakistani Culture and secondly they provide patriotic education. Results also

discovered that 81.6% respondents believe that patriotic movies inculcate love for country in the individuals and 74.6% think that they feel proud about the uniformed forces of Pakistan. The research shows that 30 percent of the targeted audience was not sure whether patriotic Urdu movies leave them with the feeling of violence, aggression, curios and extremism (negative impact). Interestingly, they selected the option of undecided from the given scale. The second highest selected option of this question was disagreed and strongly disagreed which meant that the respondents did not have the feeling of violence, aggression, curios and extremism after watching patriotic movies. On the other hand, it cannot be ignored that 30 percent of the respondents agreed that patriotic Urdu movies can inculcate negative impact among them. The mass media has a great influence and persuasive nature that effects the opinions and behaviors of the people and encourage them to incorporate new life patterns and fashion.

Nonetheless, it was explored that patriotic Urdu movies leave a positive impact on the society of Pakistan. Such movies have a stronger patriotic appeal which helps to change majority of respondent's attitude and perception towards Pakistan. Films follow several formats that are being displayed in the cinema screen or any other format founded on formal quality. These kind of films portrayed its cultural illustrations at large and interpreted different categories and leads the daily bases practices. The majority of the respondents maintained (72.1%) that Pakistan's cinema industry is in a dire need to produce more patriotic films. This shows that audience wants a positive image of their country to be portrayed worldwide.

6.1 Verification of the Hypotheses

The results of this research have verified that if there will be less patriotic movies there will be less impact of patriotism on youth. It is seen from the results of the study that patriotic movies leave the viewers with an everlasting influence. If the Lollywood was producing less patriotic movies they still leave a positive impact on the audience. The study results showed that more than half of the participants agreed that they have a positive impact. Moreover, they also agreed that the Lollywood is in the dire need to produce more Patriotic Urdu movies.

7. Conclusion

In this research, educated class considers that patriotic Urdu movies have a constructive and everlasting influence on them. The impact of patriotic Urdu movies has positive rather than negative impact, the audience feel entertained and motivated. They learnt about their country, culture, freedom and forces etc. So, it is concluded that people like the patriotic movies which have strong script, dialogues and direction. Moreover, the audience like patriotic Urdu movies which are relatable to their real lives. It influences through the message it conveys. The content, which is presented on the patriotic movies, affects the thoughts and behavior of the educated public. Our film industry should produce more patriotic films based on the following subjects i.e. cultural, ideology, ethnic and civic.

8. Recommendations

- It is recommended to the story writer to script a story with a strong content which relates to patriotic and social issues that exist in Pakistan's society.
- It is further recommended the lyricist to compose the lyrics of the songs as per the patriotic events and scenarios in the patriotic movies but within the social and cultural fabric of the society.
- Film-makers are required to improve the quality of production procedures and methods to uplift the Urdu cinema industry in Pakistan.
- It is suggested to the film producers to make standardized Urdu patriotic movies to cater the negative image portrayed in the competitive cinema industries.
- The finding suggests to the film producers and directors to represent following subjects, cultural values, ideology, and ethnicity in their patriotic Urdu movies to promote positive Pakistani society all over the world.

- This research study shows the patriotic impact of patriotic Urdu movies on the audience perception. Further research studies may be conducted to explore the impact of cultural, social and psychological attitudes of the public towards Urdu movies.

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